

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Better Bedding Shops, Inc.		05/10/2010	CORPORATION: CONNECTICUT
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sleepy's, LLC		
<b>Street Address:</b>	1000 South Oyster Bay Road		
<b>City:</b>	Hicksville		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	11801		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2130630	HONEST ADVICE. LOW PRICE.	
<b>Registration Number:</b>	2172551	BETTER BEDDING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(203)782-2889		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	203.498.4347		
<b>Email:</b>	fduffin@wiggins.com		
<b>Correspondent Name:</b>	Francis J. Duffin		
<b>Address Line 1:</b>	One Century Tower		
<b>Address Line 2:</b>	P.O. Box 1832		
<b>Address Line 4:</b>	New Haven, CONNECTICUT 06508-1832		
<b>ATTORNEY DOCKET NUMBER:</b>	401544/GEN001		
<b>NAME OF SUBMITTER:</b>	Francis J. Duffin		
<b>Signature:</b>	/fjd/		

CH \$65.00 2130630

Date:

05/13/2010

**Total Attachments: 4**

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## ASSIGNMENT

### United States Trademark Registrations

WHEREAS, BETTER BEDDING SHOPS, INC., a corporation organized and existing under the laws of Connecticut with an address 265 Prestige Park Road, East Hartford, CT 06108 (hereinafter called "ASSIGNOR") is the owner of the right, title and interest in and to the trademarks listed in Schedule A therefor in the U.S. Patent and Trademark Office (hereinafter called the "TRADEMARKS"), and

WHEREAS, SLEEPY'S, LLC, a Delaware limited liability company, with an address at 1000 South Oyster Bay Road, Hicksville, NY 11801 (hereinafter called "ASSIGNEE") is desirous of acquiring the said TRADEMARKS,

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR does hereby assign to ASSIGNEE the ASSIGNOR'S entire right, title and interest in and to the TRADEMARKS, free and clear of all liens, claims and encumbrances, together with the goodwill of the business connected with and symbolized by the said TRADEMARKS.

In the event of any inconsistency, controversy or conflict between this assignment and the Asset Purchase Agreement dated March 24, 2010 executed between ASSIGNOR AND ASSIGNEE, the latter shall prevail.

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IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed effective as of the 10<sup>th</sup> day of May, 2010.

ASSIGNOR:

BETTER BEDDING SHOPS, INC.

By: 

Name: Thomas J. Wholley

Title: President

ASSIGNEE:

SLEEPY'S, LLC

By: \_\_\_\_\_

Name: Adam Blank

Title: Chief Operating Officer  
and General Counsel

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed effective as of the 10<sup>th</sup> day of May, 2010.

ASSIGNOR:

BETTER BEDDING SHOPS, INC.

By: \_\_\_\_\_  
Name: Thomas J. Wholley  
Title: President

ASSIGNEE:

SLEEPY'S, LLC

By: \_\_\_\_\_  
Name: Adam Blank  
Title: Chief Operating Officer  
and General Counsel

**SCHEDULE A TO ASSIGNMENT OF UNITED STATES TRADEMARK  
REGISTRATIONS**

Mark	Reg. No.	Date Reg.	Class	Goods/Services	Status
HONEST ADVICE. LOW PRICE.	2,130,630	1/20/1998	35	retail store services in the field of beds, mattresses, bed frames and related bedding goods	Renewal due 1/20/2018
BETTER BEDDING	2,172,551	7/14/1998	35	retail store services in the fields of beds, mattresses, bed frames and related bedding goods	Renewal due 7/14/2018